

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Public

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United Arab Emirates

Post: Dubai

U.S. Participation at Gulfood 2012, a smashing success

Report Categories:

Export Accomplishments - Events

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Report Highlights:

U.S. participation at Gulfood show held in Dubai from February 19-23, 2012 was a smashing success. Collectively, all the 127 exhibitors reported a record \$60.1 million in onsite sales, and projected sales in the next 12 months at \$ U.S. 322.2 million.

General Information:

USA PARTICIPATION AT GF 2012

The USA Pavilion at Gulfood 2012 held in Dubai, UAE, from February 19-23, 2012, was remarkably successful. A total of 127 U.S. exhibitors occupied 1,800 square meters of exhibition space and displayed a wide range of fresh, chilled, frozen, dry and packaged food products. The exhibitors reported a record \$60.1 million in onsite sales, 75 percent higher than previous year's sales. They also projected their sales in the next 12 months at \$ U.S. 322.2 million, compared to \$ 232 million reported in 2011.

The Office of Agricultural Affairs in Dubai played a major role in overseeing the recruitment, organization and participation of U.S. exhibitors at the show. Complete report on U.S. participation in the show was completed and sent to FAS/W on May 2, 2012.

This annual event has become an excellent tool for introducing U.S. food products to food importers from around the world. This year, according to the organizer, 68,681 visitors from 152 countries visited the show and U.S. exhibitors were able to showcase their products to customers from countries as far as South Korea and the Philippines.